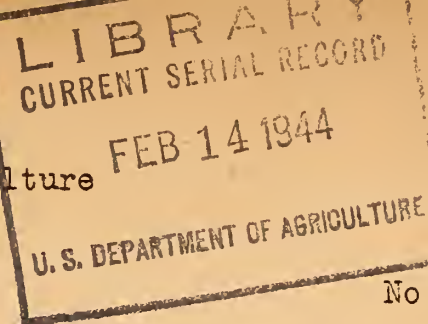


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Food Information Series
United States Department of Agriculture
Office of Information
Washington, 25, D. C.



February 7, 1944

Subject: A "No-Point-Low-Point Foods" Promotion

Field Distribution: War Board members, Extension Editors, AAA Committeemen, BAE Analysts, FDA Marketing Reports Chiefs, SCS, FSA, FCA Regional Information Chiefs

Suggested Use: For your information only.

During the first quarter of 1944 the Food Fights for Freedom program will emphasize the share and play square phases of the appeal to -- "Produce and Conserve, Share and Play Square." As part of this emphasis, the retail and wholesale food distributing trade, including independents, super-markets, and food chains, as well as the restaurant and hotel industry, will support a nationwide drive to increase consumption of "No-Point, Low-Point Foods." This drive is expected to (1) create larger sales of unrationed and low-point value foods, and (2) advise the public that the most practical method of sharing food is to give emphasis to the available or more plentiful foods. The peak activity in this program will come in March.

The list of foods tentatively chosen for special emphasis follows:

Breakfast cereals	Macaroni, spaghetti, egg noodles
Enriched bread	Crackers
Soy flour and grits	Orange--Grapefruit marmalade
Oranges	Peanut butter
Potatoes	Coffee
Eggs	

Retail grocers will be supplied free, kits of material which include one window poster, one large double-faced over-wire banner, 14 double-faced pennants-- 10 imprinted with the various foods noted above, two carrying the OPA home front pledge copy, two blank so that locally abundant foods may be featured. In addition there will be three display cards, six price cards, and lapel badges for clerks.

Details of the promotion are now being worked out in cooperation with food distribution trade representatives, together with the assistance of the War Advertising Council.

Enclosed for your information only are: (1) A copy of the booklet, "Sales Promotion Program-- No-Point, Low-Point Foods," (2) press release Dec. 28, "WFA Appoints Advertising Director," (3) press release Jan. 19, "Spring Program on Unrationed and Low Point Foods Will Be Known as 'No-Point -- Low-Point Foods' Program," and (4) Remarks by J. Sidney Johnson, Director of Advertising, WFA, before the National American Wholesale Grocers Association, Chicago, January 24. This material covers the details of the program and explains how the program is to be carried out.

As soon as available we will send you a list of collaborators who are in your area and who have been appointed to assist in handling the distribution of materials and information on the program. You may be called upon by one of these collaborators for assistance, and you will want to be prepared to give him whatever assistance you can.

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22. 1990. *Journal of the American Water Resources Association*, 26: 101-110.

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